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WE CLAIM:

1 1. A method for facilitating a chat session between a
2 first user and a second user visiting a first web site, comprising:
3 receiving, from the first user, a first user ID corresponding
4 to the first user, a co-branded community to which the user belongs
5 and an address of a first web site being visited by the first user;
6 receiving, from the second user, a second user ID
7 corresponding to the second user, a second co-branded community to
8 which the second user belongs and the address of the first web
9 server;
10 providing, to the first user, at least an indication of the
11 second user ID and the second co-branded community;
12 receiving, from the first user, a request to open one of a
13 public chat session, a semi-public chat session and a private chat
14 session with the second user;
15 transmitting, to the second user, an indication that the first
16 user has requested one of the public chat session, the semi-public
17 chat session and the private chat session; and
18 receiving, from the second user, an acceptance to enter the
19 chat session designated by the first user.

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1 2. The method of claim 1, wherein the chat session may be
2 continued when at least one of the first user and the second user
3 disconnects from the first web site.

1 3. The method of claim 1, wherein the providing step further
2 comprises:

3 receiving, from the first user, a query for information
4 regarding other users in a co-branded community visiting the first
5 web site; and

6 searching a user database to determine which users in the co-
7 branded community are visiting the first web site.

1 4. The method of claim 3, wherein the query includes a
2 request for other users having predetermined personal data
3 including mood data.

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